

Montana WIC Farm Direct Program

2010



Farm Direct Program

Benefits WIC Participants

- Large variety of fresh fruits and vegetables to choose from
- Supports nutrition education goals
- Exposes families to Farmers' Market

Benefits Montana Farmers

- Increased sales
- Promotes locally grown produce
- Supports local economy



Overview of the Authorization Process

1. Interested Farmer
2. Eligible Food List, Handbook & Application
3. Training
4. Agreement
 - Agreement Reviewed, Denied or Processed
5. If Authorized:
 - Copies of Signed Documents
 - Farm Direct Stamp
 - Sign
 - Training Guide & DVD
 - Redemption Guides
 - Food Lists



Farm Direct Definitions

Farmer - Farmer means an individual authorized by DPHHS to sell locally grown, eligible fruits and vegetables to Montana WIC participants at farmers' market and/or roadside stands. No wholesalers.

Eligible Foods - Fresh, locally grown fruits and vegetables as listed on the Farm Direct Food List.

Locally Grown - Produce grown only within Montana borders, or counties adjacent to Montana borders where the farmer is selling the produce.



Eligible Food List

Approved foods are locally grown, fresh unprepared fruits & vegetables.

Items that may not be purchased with WIC FMNP or WIC FVB's include any processed produce, non-food items, baked goods, cheese, eggs, fresh herbs, honey, juices, nuts, plants and of course – potatoes.



Farm Direct Handbook



MONTANA
WIC
PROGRAM

FARM DIRECT HANDBOOK



Montana WIC Program
Department of Public Health & Human Services
1400 Broadway, Cogswell Bldg C305
PO Box 202951
Helena MT 59620-2951
Phone: 1-800-433-4298 or (406)444-5533
Fax: (406)444-0239
www.wic.mt.gov

Local WIC Agency



Selection Criteria

- Attend annual Face to Face Training every year of the three year Agreement.
 - Self grow 60 % of produce offered for sale.
 - Sell only locally grown produce in exchange for WIC benefits.
 - Sell only eligible fresh fruits & vegetables to WIC participants.
 - No conflict of interest exists.
 - Positive compliance history is maintained.



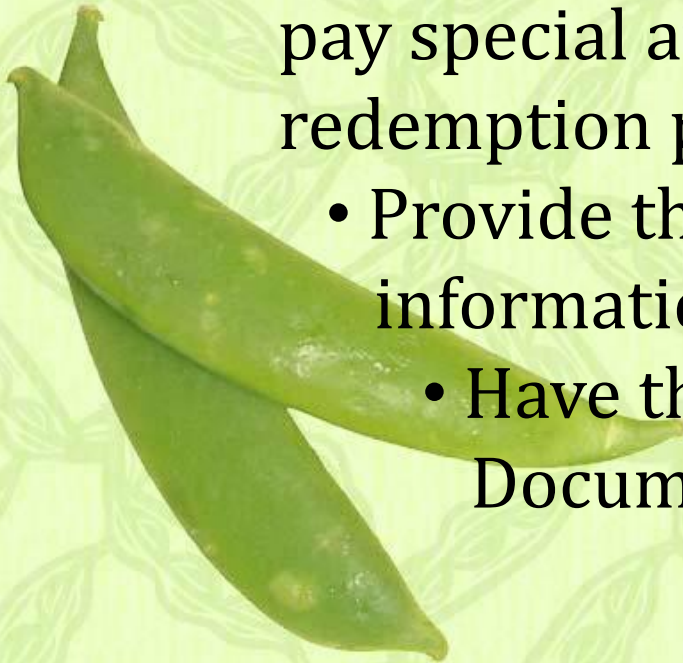
Application

- Demographic information
- Tax ID or Social Security Number
- Document training date
- Definitions
- Sale locations
- Questions geared toward selection criteria.
- Signature required



Training

- Must be face-to-face and occur each year of the Agreement.
 - Become familiar with the policies and procedures as outlined in the Farm Direct Handbook.
 - Use the Training Agenda to guide the training - pay special attention to the WIC benefit redemption procedures.
 - Provide the Farmer with your contact information.
 - Have the Farmer complete the Training Documentation Form.



Agreement

- Agreements will begin June 1, 2010 and will be valid for three years.
- Review the Farmer's Responsibilities and the General Conditions before the Farmer signs it.
- Ensure the Farmer understands that they may not accept any WIC benefits until they receive a copy of the signed Agreement and their stamp.
- Upon Completion send the Application, Training Documentation and Agreement to the State Office for processing.



State Office

Documents are reviewed:

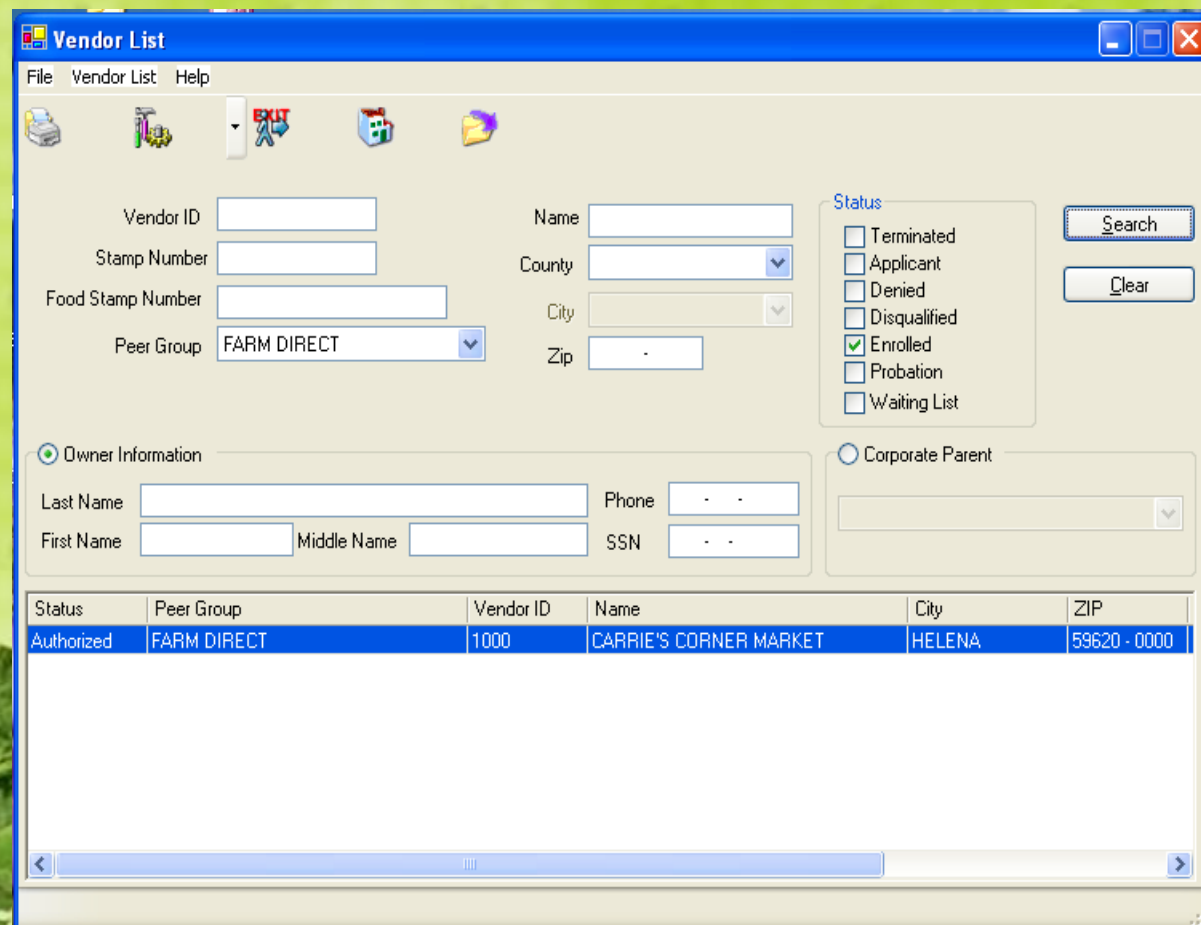
- If denied - Farmer will be notified.
- If approved – Agreement is submitted for DPHHS Administrative Signature.

Authorized Farmer is sent:

- Copies of Application & Training Documentation
- Copy of signed Agreement
- Farm Direct Stamp
- Sign
- Eligible Food Lists
- WIC Benefit Redemption Guides
- Training Guide & DVD



M-SPIRIT Files



Vendor List

File Vendor List Help

Vendor ID Name

Stamp Number County

Food Stamp Number City

Peer Group Zip

Status

☐ Terminated

☐ Applicant

☐ Denied

☐ Disqualified

☒ Enrolled

☐ Probation

☐ Waiting List

☒ Owner Information

Last Name Phone

First Name Middle Name SSN

☐ Corporate Parent

Status	Peer Group	Vendor ID	Name	City	ZIP
Authorized	FARM DIRECT	1000	CARRIE'S CORNER MARKET	HELENA	59620 - 0000

Monitoring

- Each year 10% of all Authorized Farmers need to be monitored.
- Monitoring Forms have been revised to reflect the program changes and will be sent to Local Agencies when monitoring is needed.
- Monitoring will be completed by the Local Agency which has initiated the Agreement process with the Farmer.



Participant Information

Provide **each** WIC participant or family with a Farm Direct Eligible Food List insert that can be kept in their ID packet.

Use the Farm Direct Talking Points when explaining how to redeem the WIC FMNP & FVB's with authorized Farmers.

WIC participants may redeem their FVB's and/or FFMNP Benefits with any Authorized Farmer in the State – just look for the “WIC” sign.



Local Agency Role

Local Agencies determine who is responsible for Farm Direct activities (LARC or other staff).

- Recruit, Sign-up and Train Farmers
- Monitoring
- Inform participants

All Local Agency staff members are responsible for educating participants on how to use their WIC Benefits (FVB's and/or FMNP benefits) with authorized Farmers.



Questions?

Please e-mail Chris Fogelman or Carrie Reynolds at the State Office if you are interested in authorizing farmers in your area for the Farm Direct Program.

cfogelman@mt.gov
creynolds@mt.gov

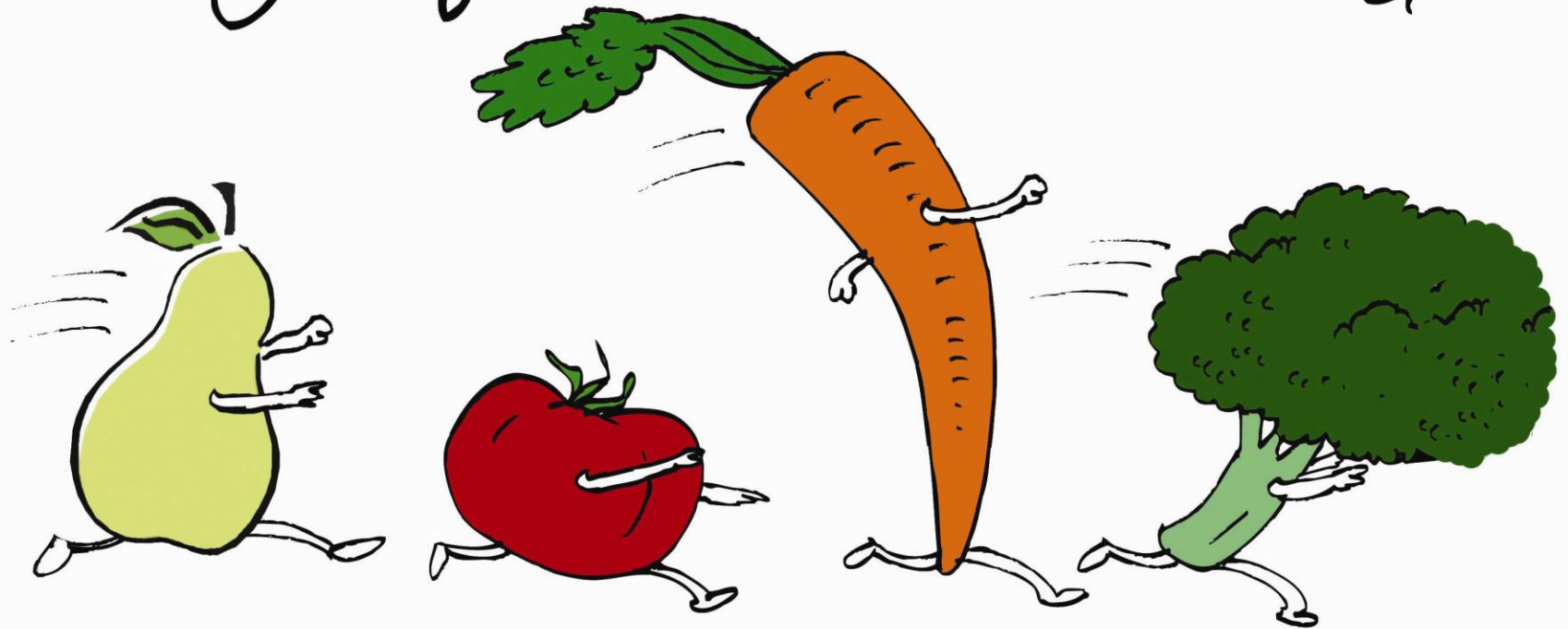




Brief Pause

What Incredible Choices!

The Original Fast Food



This message adapted from National Cancer Institute material.

Promoting Fruits and Vegetables

❖ USDA Infrastructure funds for 09/10 available



The Grant

- Develop a toolkit for local programs to use to promote fresh fruits and vegetables
- Purchase a bag for use at farmers' markets
- Purchase a booklet with information and recipes of foods found at farmers' markets
- Funds for regional local programs



The Toolkit

The toolkit is made up of several parts.

- Part 1
 - Information and suggestions for staff to use
 - Why
 - Strategies
 - Community partners
 - How to's
 - Resources



The Toolkit

- Packets
- 12 packets, 4 pages each
- Can be used as a whole or in parts
- Main focus is participant nutrition education
- Can be used in other promotion activities
 - Are available in color and grayscale on the CD
 - Will be available on the Montana WIC Web page



The Toolkit

Activity Sheets for Nutrition Education Contacts

3 Activity Sheets for individual or small group contacts

3 Activity Sheets for small to larger groups

Incorporates materials from the packets



The Toolkit

Where can you go with this in your community?

What can you tie together so the information is in several different formats or delivery methods?



Can you make up more activities? Sure

Consider these a springboard

The Bag

- The reusable bag, insulated to help keep produce cool
- Has a great logo and our 1-800 number on it for outreach
- How many different ways can you work this bag into the appropriate nutrition education for the participants?



Healthy Harvest Cookbook

- How is can this be used?
 - Very much like the bags, as a door prize, giveaway for attending a specific class, or after a market tour
 - You can also plan a food demo and provide the cookbook at that time
 - Use it along with one of the Toolkit packets—especially one on farmers' markets



Local Funding

Each Region received funding

- Must be spent by September 30, 2010
- Report on a separate line of WIC expenditure report



What Can You Do?

- Posters
- Staff time for tours
- Print materials from the Toolkit
- Ingredients for fruit/vegetable demos
- Bulletin board materials
- Speaker expenses
- Signature required



Where Can You Get A Toolkit?

During the break, Carrie and I will help Regional Leads find their white WIC bag(s) containing Toolkits and Farm Direct materials.



Each Region will be sent the tote bags and cookbooks by the end of April.

What Questions Do You Have?





The End